



ENVIRONMENTAL SERVICES

News Release

FOR IMMEDIATE RELEASE:

June 22, 2004

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**City of San Diego Kicks Off 2004 Annual Telephone Book
Recycling Program: Project ReDirectory**

City residents encouraged to recycle in blue recycling bins or at local recreation centers as thousands of new directories are delivered during June and July

SAN DIEGO, CA—The City of San Diego Environmental Services Department (ESD) and SBC SMART Yellow Pages San Diego kicked off the City's **2004 Greater San Diego Telephone Book Recycling Program: Project ReDirectory** on Thursday, June 24, 2004 at a press conference located at the SBC Distribution Warehouse, 9750 Distribution Avenue, off of Miramar Road. Several thousand new SBC San Diego Yellow Pages and White Pages directories and the City's two types of recycling bins that can be used to recycle outdated phone books were on display to help emphasize how San Diegans can recycle their outdated phone books.

"More than 1,000,000 new telephone directories will be delivered throughout San Diego during the summer months and through December 2003, which means people will be looking for ways to discard old phone books," said Elmer L. Heap, Jr., director of the City's Environmental Services Department. "If each resident recycled their outdated phone book, we would divert as much as 2,000 tons of paper from disposal at the Miramar Landfill. With only about eight years of useable life at the landfill, we can't afford not to make recycling outdated phone books easy and convenient for everyone."

The City's Telephone Book Recycling Program: Project ReDirectory features two types of bins that residents can use to recycle their outdated phone books: the residential blue curbside recycling containers and the large recycling bins located at 43 recreation centers throughout the City. Businesses with large amounts of outdated phone books that need assistance with collection, should contact their recycler waste hauler for special collection.

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In addition to the telephone directories, the large bins set up at the City's recreation centers are designed to hold an estimated 750 pounds of recyclable materials including papers, plastics, metals and glass. The total amount of recyclables dropped off at the centers is sold and the monies generated are donated to the recreation centers to help purchase new equipment or fund facility improvements or other programs offered to the public.

The City's Recycling Program at recreation centers was established 1992. Since then, the program has helped divert more than 14,000 tons of recyclables from disposal at the Miramar Landfill and created more than \$667,000 in revenue that was donated back to the Park and Recreation Departments.

"Through this program, Project ReDirectory, SBC Directory is making an effort to see that old phone books are not only replaced, but recycled," said Anita Starnes, Southern California Recycling Manager of SBC SMART Yellow Pages. "Our telephone books are made with environmentally compatible glues so that the whole phone book is recyclable," said Starnes.

The old directories are recycled into paper to be used in making new directories, mailing envelopes and other paper products such as bathroom tissue, paper towels and cereal boxes. In an effort to reduce the number of directories SBC distributes to large companies, the white pages are now being offered on CD-ROM, which reduces the number of directories that need to be printed by 15,000.

For more information about participating recycling stations at City Park and Recreation Centers or for details on materials accepted in the City's Curbside Recycling Program, call the City of San Diego's Recycling Hotline at (858) 694-7000 or visit the Environmental Services Department's web site at <http://www.sandiego/environmental-services/>. For more information on recycling locations, please contact the SBC SMART Yellow Pages Recycling Hotline Number (1-800-953-4400).

The City of San Diego Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City's long-term disposal needs. The Department also oversees the City's management of energy use and explores innovative options for energy independence.

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Recycling Drop-off Sites at Park and Recreation Centers

Recreation Center	Address
Adams	3491 Adams Ave. 92116
Allied Gardens	5155 Greenbrier Ave. 92120
Azalea	2596 Violet St., 92105
Belmont Park (beach parking lot)	3000 Mission Blvd. 92109
Bonita Cove West (across from Belmont Park)	92109
Cadman	4280 Avati Dr. 92117
Canyonside	12350 Black Mtn. Rd. 92126
Carmel Mountain	10168 Rancho Carmel 92128
Chollas Lake	6350 College Grove 92105
Colina Del Sol	5319 Orange Ave. 92115
Doyle	8175 Regents Rd. 92122
El Carmel Point	on El Carmel Place, 92109
Golden Hill	2600 Golf Course Dr. 92102
Kearny Mesa	3170 Armstrong St. 92111
La Jolla Recreation Center	615 Prospect St. 92037
La Jolla Shores (beach parking lot)	8300 La Vereda 92037
Linda Vista	7064 Levant St. 92111
Mira Mesa	8575 New Salem St. 92126
Mission Bay Aquatic Center	1101 Santa Clara Place, 92109
Mission Point	on San Diego Place, 92109
Mission Trails Regional Park	1 Father Junipero Serra Trail, 92119
Montgomery Waller	3020 Coronado Ave. 92154
Morley Field	2221 Morley Dr., 92104
North Clairemont	4421 Bannock Ave. 92117
North Park	4044 Idaho St. 92104
Ocean Beach	4726 Santa Monica Ave. 92107
Pacific Beach	1405 Diamond St. 92109
Penn Athletic Area	2555 Dusk Dr. 92139
Presidio	2811 Jackson St. 92110
Rancho Mission Canyon Park	6005 Larchwood Ave. 92128
Rancho Bernardo	18402 W. Bernardo Dr. 92128
Robb Field	2525 Bacon St. 92107
San Carlos	6445 Lake Badin Ave 92119
San Ysidro Senior Center	125 East Park 92173
Santa Clara Recreation Center	1008 Santa Clara Pl. 92109
Serra Mesa	9020 Village Glen Dr 92123
South Bay	1885 Coronado Ave. 92154
Southcrest	4149 Newton Ave. 92113
Standley	3585 Governor Dr. 92122
Stockton	330 32nd St., 92102
Tecolote	4675 Tecolote Rd. 92110
Tierrasanta Recreation Center	11220 Clairemont Mesa Blvd. 92124
Tierrasanta Youth Recycling	End of Tierrasanta Blvd. 92124